

Message Text

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ACTION EB-11

INFO OCT-01 AF-10 ISO-00 SS-20 SPC-03 IO-14 COME-00 PER-05

A-01 ABF-01 DRC-01 RSC-01 /068 W

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R 210930Z DEC 73

FM AMEMBASSY KIGALI

TO SECSTATE WASHDC 2765

INFO AMEMBASSY BLANTYRE

AMEMBASSY DAR ES SALAAM

AMEMBASSY BUJUMBURA

AMEMBASSY KINSHASA

AMEMBASSY LUSAKA

LIMITED OFFICIAL USE KIGALI 0755

E.O. 11652: GDS

TAGS: ETRD

SUBJ: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. EMBASSY WELCOMES REFTEL'S REQUEST FOR RECOMMENDATIONS ON IMPROVING OVERSEAS COMMERCIAL FUNCTION. IN COUNTRY LIKE RWANDA, POVERTY AND SMALLNESS OF MARKET ARE MAIN OBSTACLES TO EXPORT PROMOTION. WITHIN THESE LIMITATIONS, WE THINK A NUMBER OF STEPS COULD BE TAKEN WHICH WOULD HELP INCREASE BUSINESS OPPORTUNITIES:

A) EMBASSY OFTEN RECEIVES REQUESTS FOR INFO ON US GOODS BUT REGARDING QUANTITIES INSUFFICIENT TO INTEREST MANY US SUPPLIERS. WE SUSPECT OTHER POSTS IN THIS REGION RUN INTO SAME PROBLEM. IF REGIONAL MECHANISM EXISTED FOR GROUPING AND COORDINATING SUCH TRADE OPPORTUNITIES, MORE SIGNIFICANT SALES MIGHT EMERGE. ANOTHER PROBLEM IS LACK OF QUICKLY AVAILABLE DETAILED INFO ON US PRODUCTS SPECIFICALLY NEEDED IN THIS REGION. WE SUGGEST THAT A SMALL OFFICE (PERHAPS SINGLE OFFICER) AT ONE OF LARGER POSTS

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IN THIS AREA COULD SERVE TO COORDINATE TRADE OPPORTUNITIES AND FACILITATE EXCHANGE OF COMMERCIAL INFORMATION

AMONG POSTS. IN ADDITION, SUCH REGIONAL COMMERCIAL OFFICE COULD BE SOURCE OF DISPLAYS AND BROCHURES TAILORED TO REQUIREMENTS OF A PARTICULAR GEOGRAPHIC AREA.

B) BELIEVE WOULD BE WORTHWHILE TO CONSIDER REPRODUCTION OF HIGH QUALITY INSERT PAGES ON NEW US PRODUCTS WHICH COULD BE USED IN EMBASSY COMMERCIAL AND/OR USIS BULLETINS. REGIONAL COMMERCIAL OFFICES AS DESCRIBED ABOVE MIGHT HELP PREPARE SUCH INSERTS AND OTHER PROMOTIONAL MATERIAL.

C) RE PROPOSAL FOR REGIONAL TRADE OFFICES, WOULD BE IMPORTANT FOR REPS SUCH OFFICES TRAVEL REGULARLY IN THEIR AREAS OF RESPONSIBILITY SO AS TO ADVISE POSTS AND ASSIST POTENTIAL CUSTOMERS.
SHOSTAL

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